

## Message Text

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E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: COUNTRY COMMERCIAL PROGRAM, FY 77 MARKETING CAMPAIGNS

REF: SEOUL 505, STATE A-9016

1. FOLLOWING ARE CAMPAIGN WORKSHEETS FOR FY 77 MARKETING  
CAMPAIGNS:

A. ELECTRONIC COMPONENTS, ELECTRONIC PRODUCTION & TEST  
EQUIPMENT, BUSINESS SYSTEMS AND LABORATORY INSTRUMENTATION.

1. CAMPAIGN MANAGER - MAYFIELD AND PERKINS

2. CAMPAIGN STATEMENT - MOUNT MAJOR FORTY EXHIBITOR OFF-SITE  
TYPE I EXHIBITION ON THIS COMBINED THEME. SEE SEOUL 505,  
FY 76 CAMPAIGNS, FOR DETAILED JUSTIFICATION.

3. ACTIONS: BY DECEMBER 31, 1976 - MOUNT TYPE I EXHIBITION  
CONCURRENTLY WITH FIC-SPONSORED KOREA ELECTRONICS SHOW.  
IF DECISION IS MADE TO STAGE THIS EVENT INDEPENDENTLY OF FIC,  
TIMING IS SHIFTED TO MARCH-APRIL 1977.

BY MARCH 31, 1977 - FOLLOW UP VISITOR LISTS TO GENERATE 25  
ADDITIONAL TOS.

BY JUNE 30, 1977 - MOUNT TWO BSPTS WITH NEW REPRESENTATIVES.

B. COMPUTERS.

1. CAMPAIGN MANAGER - PERKINS

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2. CAMPAIGN STATEMENT - CONTINUE U.S. DOMINANCE OF EDP APPLICATIONS STILL IN INFANCY IN KOREA.

3. ACTIONS: BY DECEMBER 31, 1976 - INITIATE COOPERATIVE ACTION WITH TOKYO AND TAIPEI TCS IF EDP AND/OR BUSINESS SYSTEMS SHOWS APPEAR ON THEIR SCHEDULES. COMPLETE MARKET RESEARCH TO TIR SPECIFICATIONS (INITIATED FY 76).  
BY JUNE 30, 1977 - MOUNT MULTI-EXHIBITOR LOCALLY-PROCURED BSP ON THEMED MINICOMPUTERS FOR BUSINESS APPLICATIONS AND/OR "SPIN-OFFS" FROM TOKYO OR TAIPEI TCS.  
BY SEPTEMBER 30, 1977 - REFINES TARGET AUDIENCE LISTS FOR TO-BE-PROPOSED MAJOR OFF-SITE TYPE I IN FY 78.

C. PROCESS CONTROL INSTRUMENTATION/CHEMICAL PRODUCTION PROCESS LICENSING.

1. CAMPAIGN MANAGER - JOHN DOE VICE GROSSMAN

2. CAMPAIGN STATEMENT - THIS THEME IS NINTH-RANKING "BEST PROSPECT" WITH PROJECTED 30 PCT GROWTH IN U.S. EXPORTS. ROKG HAS REITERATED ITS DRIVE TO EXPAND HEAVY AND CHEMICAL INDUSTRIES, PRIME CUSTOMERS FOR THIS PRODUCT LINE. DEPENDING ON SUCCESS OF EVENTS THIS THEME IN FY 76 PROGRAM, MOUNT TRADE MISSION.  
BY JUNE 30, 1977 - REBUILD TARGET AUDIENCE LISTS (END-USERS AND AGENTS).  
BY SEPTEMBER 30, 1977 - MOUNT TRADE MISSION ON THIS THEME AIMED PRIMARILY AT CHEMICAL AND PLASTICS INDUSTRIES.

D. WATER PURIFICATION AND POLLUTION CONTROL.

1. CAMPAIGN MANAGER A JOHN DOE VICE GROSSMAN

2. CAMPAIGN STATEMENT - ONE OF PRIMARY TARGETS FOR THIS FISCAL YEAR, THIS THEME EVOKED TREMENDOUS INTEREST DURING JANUARY 1975 CATALOG SHOW. BY 1977 KOREA WILL BE SUFFICIENTLY SENSITIZED TO ENVIRONMENTAL ISSUES TO JUSTIFY MOUNTING A JEEP/TECHNICAL SEMINAR.

3. ACTIONS: BY DECEMBER 31, 1976 - PREPARE PRODUCT THEME RECOMMENDATION.  
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BY MARCH 31, 1977 - MOUNT LOCALLY-PROCURED BSP TO TEST ACCEPTANCE. SUBMIT 10 TRADE OPS.  
BY JUNE 30, 1977 - BUILD TARGET AUDIENCE LISTS.  
BY SEPTEMBER 30, 1977 - MOUNT COMBINED JEEP/TECHNICAL SEMINAR.

E. FOOD PROCESSING AND PACKAGING EQUIPMENT.

1. CAMPAIGN MANAGER - PERKINS

2. CAMPAIGN STATEMENT - THIS IS ONE OF TARGET INDUSTRIES FOR PROMOTION THIS FISCAL YEAR. ROKG FISHERIES DEVELOPMENT PLAN PROJECTS 50 PCT PER YEAR INCREASE FISH AND SHELLFISH PRODUCTION IN KOREA WITH MOST FOR EXPORT, REQUIRING MORE SOPHISTICATED PREPARATION, FREEZING AND CANNING EQUIPMENT.

3. ACTIONS: BY DECEMBER 31, 1976 - MAKE TEN MARKET CALLS ON FOOD PROCESSING PLANTS IN SEOUL-INCHON AREA.  
BY MARCH 31, 1977 - BUILD TARGET AUDIENCE LISTS. PROGRAM MARKET CALLS TO FISH AND FRUIT PROCESSING CENTERS IN TAEGU-PUSAN-CHEJU-DO AREAS.  
BY JUNE 30, 1977 - MOUNT EIGHT EXHIBITOR JEEP.

F. ENERGY SYSTEMS.

1. CAMPAIGN MANAGER - RICHARD ROE VICE CROWLEY

2. CAMPAIGN STATEMENT - THIS IS ONE OF TARGET INDUSTRIES FOR PROMOTION THIS FISCAL YEAR. ROKG IS PROJECTING INCREASE IN INSTALLED GENERATING CAPACITY OF 800-MEGAWATTS PER YEAR OVER NEXT FEW YEARS. THIS THEME ALSO THIRD-RANKING "BEST PROSPECT" WITH A 20 PCT PER YEAR GROWTH IN U.S. EXPORTS ESTIMATED.

3. ACTIONS: BY DECEMBER 31, 1976 - SECTORAL ANALYSIS OF KOREAN ENERGY GENERATING FACILITIES (ECON). SUBMIT THREE MAJOR PROJECT EARLY WARNINGS.  
BY MARCH 31, 1977 - BUILD END-USER AND POTENTIAL AGENTS LIST.  
BY JUNE 30, 1977 - MOUNT TECHNICAL SEMINAR CUM TRADE MISSION ON THIS THEME.

G. MARKET RESEARCH.

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1. CAMPAIGN MANAGER - JOHN DOE VICE GROSSMAN

2. CAMPAIGN STATEMENT - IMPROVE ABILITY TO PLAN HIGH-IMPACT TRADE CENTER EVENTS AND BUILD UP OVER LONG RANGE INDIGENOUS MARKET RESEARCH CAPABILITY.

3. ACTIONS: BY DECEMBER 31, 1976 - COMPLETE MARKET RESEARCH TO TIR-SPECIFICATIONS ON (A) COMPUTERS AND (B) MATERIALS HANDLING EQUIPMENT INITIATED IN FY 76. COMPLETE PTR ON WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT.  
BY MARCH 31, 1977 - RECEIVE SPECIFICATIONS AND INITIATE TIR-TYPE MARKET REUEARCH ON THEME (A) PRINTING AND GRAPHIC ARTS AND (B) METALWORKING AND METALFINISHING EQUIPMENT.  
BY SEPTEMBER 30, 1977 - COMPLETE PRINTING AND GRAPHIC ARTS AND METALWORKING/METALFINISHING MARKET RESEARCH.

CAMPAIGNS H AND I, MAJOR PROJECTS AND INVESTMENT/LICENSING,  
SAME AS FOR FY 76 AS DETAILED IN SEOUL 505.

2. EMBASSY COMMENTS: ABOVE STATEMENT OF CAMPAIGNS ENVISAGES  
CINTINUATION OF PRESENT PROGRAM AND RESOURCE DEFINITION AND  
PRESENT LEVEL OF COMMERCE SUPPORT OF EXHIBIT ACTIVITIES.  
OF COURSE, IF EXPANSION OF TRADE PROMOTION FACILITY INTO TRADE  
CENTER IS APPROVED AS DISCUSSED RECENTLY BETWEEN AMBASSADOR  
AND MESSRS. KRAUSE AND LAKAS, AND CONSTRUCTION MOVES AHEAD  
PROMPTLY, FY 77 PROGRAM WOULD BE CONSIDERABLY EXPANDED.  
FOR FY 76 AND FY 77 PROGRAMS UNDER PRESENT GROUND RULES,  
ONE COMMERCE-FUNDED LOCALLY-CONTRACTED EXHIBITIONS ASSISTANT  
IS URGENTLY REQUIRED. NOTE ALSO THAT FY 75 CCP ALREADY HAS  
URGED ADDITION OF FSO AND FSL FOR MARKET RESEARCH ACTIVITIES.  
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